CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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NEW TARGET: EXCESSIVE LOCAL FEES

New Firms Have Broad Interests

Two companies recently incorporated in Ontario intend to operate individually in very wide areas of the amusement industry. The firms, Outpost Exhibiting Company Limited and Oedipus Rex Productions Limited, both have individuals of recognized

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No CFA 'Feature' Or 'Year' Award

For the second time in three years no award was made in Class 1 of the Canadian Film Awards: "Theatrical — feature-length 35 mm. (Any film produced principally for theatrical distribution which is over 3,000' in length.)" The only feature

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OSHAWA SHOWS WAY WITH MAJOR SEAT TAX CUT

With the cumulative effect of continual opposition to the amusement tax having been demonstrated by official reductions, the latest example being that of Nova Scotia, theatre owners, desperate for reduced costs in the face of poor business, are looking for a smaller seat tax or annual licence fee. Theatres must pay both a municipal and provincial seat tax in almost every situation.

Recently the long-time effort of the management of Oshawa's four theatres was crowned with success by the City Council reducing the annual impost from 25c per seat to a flat $50 per theatre. This brought the collective total from $800 per year to $200. This action has attracted the interest of exhibitors in municipalities where the seat tax or

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UA's 'Trapeze' Racks Up Tremendous Grosses

United Artists' Trapeze "is holding over in every engagement and unquestionably the picture now deserves what the ads say: 'The Wonder Show of the World!'" That's what Charles S. Chaplin, UA general manager in Canada, says in a letter. Trapeze is a great weapon in fighting TV, he suggests.

Montreal's Capitol hung up a daily and weekly record, Toronto's Loew's and Uptown approached a combined record gross and Windsor's Vanity and Centre established one. The story is the same in Ottawa, Hamilton, London, Sudbury, Winnipeg, Calgary, Edmonton, Vancouver, New Westminster, Saint John and Halifax — record or near-record engagements in the largest and best theatres.

Chaplin thanks exhibitors for the success of the July 1-7 UA drive, which hung up 1,694 feature playdates in 922 houses.

All-Big Film Policy Didn't Pay MGM

Effective immediately, a "severe and disciplined economy wave" at MGM was announced by Dore Schary, production chief, to 110 key executives at a meeting in the studio. Big pictures for the sake of bigness are finished. "This road turned out to be a blind alley," he said. "In the last year half our profitable pictures have been those made at a reasonable cost." Little cutting of staff was expected.

CBC Associated With 'Mohicans'

The Canadian Broadcasting Corporation has a stake in The Last of the Mohicans, the $1,500,000 TV series to be filmed in and around Toronto, it was indicated in a press release from the government organization, which said it would be made by Normandie

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THERE are growing signs that the "big-budget or bust" trend of recent years in our business has now about run its course and that the pendulum is about to swing back. Let's hope that it doesn't go too far the other way because therein may lie great danger.

It is one thing to recognize that so-called stars — those who have little marquee value unless in an outstanding production — are being overpaid and to refuse to continue to pay fees which are now untenable. It is an entirely different thing to try to effect economies which may ad-

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Short Throws

WANNIE TYERS, manager of the Hyland in Hamilton, was low gross winner and Harry Renfrew of Odeon Theatres' head office staff was low net winner in the J. Arthur Rank Organization's Seventh Annual Golf Tournament, held recently at the St. Andrew's Golf Club in Toronto. Committee in charge of the affair was made up of Pat Malone, chairman, Bill Devitt, Zeke Sheine, Bob Gardiner, Irving Stern and Jim Harrison.

ADDITIONS to the Adult Entertainment list of the Ontario Board of Censors include Bhowani Junction, Black Sheep, Creeping Unknown, Crime in the Streets, D-Day Sixth of June, Husband for Anna, Killing, Thunderstorm and Werewolf.

PERMITS to operate motion picture theatres in Montreal brought the city $71,859 through a charge of $1 per seat per annum during the fiscal year ended last April 30, it was shown in the annual report of Director Lachance Roberge. Only taxi licences yielded greater revenue — $644,250. Montreal's share of the Quebec amusement tax amounted to $813,699, a decrease of 4.69 per cent from the previous year's $853,763 and a drop of 17 per cent from the $979,813 of the 1953-54 fiscal year.

CHIEF projectionist in the Ottawa district for Famous Players and a veteran of almost 50 years in the film industry, William H. Hartnett, 60, died recent-

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NOVA SCOTIA CUTS TICKET TAX

Efforts of the Martime Motion Picture Exhibitors Association to bring about a reduction of the amusement tax on movie tickets have been rewarded in Nova Scotia. It's effective July 15.

The Government eliminated the 2c tax on all tickets up to 25c and ruled that no tax is applicable on tickets up to 30c.

Eliminated was the tax of 5c on all tickets priced from 26c to 30c. The rate is now 2c on all tickets up to 38c.

Reduced to 2c from 5c was the tax on all tickets costing from 31c to 38c.

The tax on tickets over 40c and up to 70c is 5c. Over 70c it's the same—10c up to $1 and 10c plus 5c for each 50c or fraction thereof over $1.

The amusement tax is handled for the Province by the Nova Scotia Board of Censors, of which S. A. Doane is chairman.

BURKO QUITS GTS; APPOINT REASON TO SUCCEED HIM

H. H. (Harry) Burko, in the Canadian motion picture industry for more than 25 years, has resigned as manager of the Montreal branch of General Theatre Supply Company Limited and W. K. (Ken) Reason has been appointed his successor, it was announced in Toronto by George Cuthbert, general manager. GTS is a Famous Players subsidiary. In April, 1955 Burko came to head office, Toronto as general sales manager from Montreal but returned there in November.

DEAR MR. MOVIE MAN!

my name is Simon
and mummy says I am
a smart baby-
I hope you will be
smart and show my
film at your theatre-
It is called 'LOST'
and has some nice
grown-ups in it and
it is a very good film.

P.S. it has some
lovely ads as well

THE RANK ORGANIZATION PRESENTS

LOST

IN EASTMAN COLOR. STARRING

DAVID FARRAR
DAVID KNIGHT
JULIA ARNALL

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.

Canadian Film Weekly

Vol. 21, No. 29 July 18, 1956

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Ivor Lomas To Head Crawley Lab Div'n

Ivor Lomas, who joined Crawley Films Limited as head of quality control last December, has also been named manager of the laboratory division of the company by F. R. Crawley, president. Ronald Couch, a top UK technician, has been appointed Lomas' aide on quality control.

Originally from England, Lomas was with Kodak for six years, Technicolor for 15 years and just before coming to Canada was with Color Film Services as technical manager.

Ward Bond Signed By UA

UA has signed Ward Bond for the starring cast of The Halliday Brand.

Cast In MGM's 'The Vintage'

Pier Angeli and Mel Ferrer will star in MGM's The Vintage.

Robert Keith In 'Men In War'

Robert Keith has been signed by Security Pictures to star with Robert Ryan and Aldo Ray in Men in War, which Anthony Mann will direct and Sidney Harmon produce.

Perkins Installations For 2 New Drive-ins

Complete installation of projection and sound in the only two drive-in theatres to open in Ontario so far this year was the work of Perkins Electric Company Limited and was under the supervision of Bill Walterhouse, it was reported last week by A. A. (Richy) Richardson, Toronto manager.

The two drive-ins are G. E. Broughton's Bancroft in Bancroft and Melvin and Ronald Hawn's Mel-Ron in Kirkland Lake. They also have the new Perkins steel screen towers, which meet all legal requirements and can be erected at great savings in money, time and effort, the company claims.

Perkins Eleetric also installed new G-K projectors in the Collingwood Drive-in and Richardson says all three owners expressed their own and their patrons' satisfaction with the quality of the sound and projection.

New Target: Seat Tax

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annual licence fee is out of line with most communities.

The Oshawa objection, presented by Jack Weiser of the Plaza and Leon (Pop) Osier of the Biltmore to the City Council, won the editorial support of The Daily Times-Gazette.

The brief of the local managers said that (1) the tax was much higher than that of other municipalities, (2) other businesses have much smaller licence fees or none at all, (3) theatres now use safety film and should have the $5 licence fee charged public halls, (4) hotels pay no licence fee, (5) the present fee is a duplication of the one applied by Queen's Park for the inspection of theatres, and (6) some consideration should be given theatres in view of their present TV-caused difficulties.

In Oshawa public halls, used for dancing, bingo, meetings, banquets and other sources of income, pay $5; dancehalls $10, roller rinks $25 and garages $5.

The editorial which supported the stand of the Oshawa managers, headed Much Merit Seen In Plea For Reduced Theatre Tax, is reprinted for the guidance of managers in other places who may wish to organize a protest:

"There is a great deal of merit in the plea which has been made to the city council by the motion picture theatre operators for reduction or elimination of the present tax of 25 cents a seat levied against these place of entertainment. Anyone who read or heard the presentation made by these citizens must have been impressed with the idea that there is a good deal of undesirable discrimination in the levying of a licence fee or tax of this kind. The figure presented, showing the amount paid by these theatres in property and business taxes, should convince any reasonable individual that they are being assessed heavily enough through these taxes, without having to pay the additional 25 cents a seat licence fee.

"It would appear, from the case presented by the theatre operators, that they are being dealt with rather unjustly, since they constitute the only operators of places of amusement who are charged more than a nominal licence fee. Public halls, it was stated, pay $5 a year; dance halls, $10 a year; a roller-skating rink, $25 a year. Compared with this, the average of $190 a year paid by the motion picture operators does seem a bit out of line. This is especially so when it is considered that the theatres have also to pay a substantial licence fee to the provincial government to meet the costs of theatre inspection and censorship.

"This subject was very wisely held over for study by the city council with the objective of reaching a reasonable solution. When one considers that motion pictures are being shown regularly in several other halls in the city, without the necessity of any extra licence fee being paid, the justice of the appeal of the theatre manager will be appreciated. With the inroads being made on their business by the growth of television, we feel that they are entitled to favorable consideration of their plea by the city council."

Cast In 'Capital Offense'

Leslie Nielsen will star in MGM's Capital Offense.

News Clips

Toronto Globe and Mail is now using a still on its main amusement page every day . . . Montreal Gazette carried a biographical yarn about Jack Bristowe of Briston Films under the heading: Former Jazz Pianist Now Making Movies . . . Premier Operating recently opened a 16 mm. situation in Elliot Lake, Ontario. However, the theatre was built to 35 mm. standards . . . The Stratford Shakespearean Festival, playing to 71 per cent of capacity, drew 36,945 for the first three weeks compared to 40,400 last year.

Famous Players Theatre Managers' Association of Vancouver presented the Vancouver Boys' Clubs Association with a 16 mm. projector, with Dick Letts and Wally Hopp doing the honors at a VBCA dinner. This is the third time the managers have donated equipment to the boys' clubs . . . James S. Duncan, CMG, 63, a member of the board of directors of The Odeon Theatres (Canada) Limited, resigned as chairman and president of Massey-Harris-Ferguson Limited and its worldwide subsidiaries because of ill-health.

After an absence of 21 years Walter Pidgeon, Canadian-born screen star, will return to the Broadway stage about October 15 in the Kyle Crichton play, The Happy Millionaire, based on the life of the late Colonel A. J. Drexel Biddle of Philadelphia . . . Charles J. Curran has succeeded Gordon Winter as Canadian representative of the British Broadcasting Corporation in Ottawa . . . The Toronto Daily Star will pay the transportation expenses to the Edinburgh Film Festival of the 50 members of the Stratford Shakespearean Festival Foundation to present Henry V and Oedipus Rex.

OUR BUSINESS

(Continued from Page 1)

versely affect the boxoffice.

We are concerned with the declining use of color. In the early stages of the use of color there were definite ticket selling plus values. However, with a general adoption of its use there came a flood of mediocrities to the point that the public no longer became excited when a picture was advertised as being shown in this medium.

Certain standards were established by the use of color and production must adhere to these. Everyone knows that black-and-white cartoons are not playable because the public expects cartoons to be in color and because in color they have greater entertainment value. Similarly, it has become generally accepted that musicals must also employ the use of color. And then there is the Western or outdoor-action picture. Unquestionably, because of the possibilities of photographing so much beautiful scenery as part of the background, the use of color enhances their entertainment values.

At one point there were those advocates of color who suggested that all motion pictures should use this medium. Later there was recognition that dramatic effects could be heightened by the use of black and white in certain types of melodramas or mystery pictures. In the last year the percentage of motion pictures photographed in color has dropped and it appears that this trend will continue.

In their desire to cut budgets and print costs some producers are resorting to making action pictures in black and white and patrons are noticing this. As one theatre manager put it, "no patron has ever complained about the use of color, but when they are brought in to see an action picture they now expect to see it in color and complain if they don't. They go even further and say that they can see a black-and-white type of Western on TV for free."

We can learn from automobile manufacturers. When it was once established that all automobiles should have four-wheel brakes no one dreamed of putting a car on the market with two - wheel brakes. We have taught the public to expect better entertainment values because Western and outdoor-action pictures are shown in color. In recent years we have seen an occasional picture of this type photographed in black and white which, because of sheer power and scope, was able to overcome the handicap of not being in color. This, however, is a rare exception. We are taking a step backwards when we fail to make use of a medium which helps to sell tickets.

CBC-'MOHICANS'

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Productions Limited "in association with the CBC." Normandie Productions, of which the president is Donald H. McTaggart, QC, Toronto, is a Canadian subsidiary of Television Productions of America. The CBC and Normandie have a distribution agreement with TPA, which will sell the series universally.

The CBC press release, issued from Ottawa, was the first official announcement of the series from any source and it was made through E. L. Bushnell, assistant general manager, who described it as the "largest film project in Canadian history."

The CBC participation is in keeping with its interest in spurring Canadian production and helping to provide employment opportunities for actors and technicians, as expressed by S. Davidson Dunton before the luncheon of the Association of Motion Picture Producers and Laboratories of Canada in Toronto early this year.

It is obvious that Normandie and PTA stand to gain much by producing the series in Canada and because of this CBC participation, with its resultant benefits to Canadian TV production and those who work in it, is probably arrived at for a comparatively modest investment of some of its facilities and personnel. The series will be outside the ordinary British strictures on the use of USA-made films for TV and theatres. The CBC needs but to make use of existing channels to contribute much to the success of The Last of the Mohicans in both the production and distribution areas.

It is heard that the CBC has a considerable degree of control over certain aspects of the venture and this is most likely in script content and the use of Canadians. Screen tests for the female lead will be made shortly from Canadian actresses. Hawkeye, the scout, and Ching Asch Gook, the Mohican, will be played by Americans, respectively John Hart and Lon Chaney, Jr.

Shooting, under Sam Newfield's direction and supervised by Eugen Shuftan as chief of photography, will likely begin July 23 at the studio of Canadian Film Industries.

Mischa Auer Added To Cast

Mischa Auer has been added to the cast of Titanus Films' The Monte Carlo Story.

Young Signs Viveca Lindfors

Collier Young has signed Viveca Lindfors to star in The Halliday Brand.

Republic's 'Killer Is Loose'

Republic has purchased motion picture rights to Gil Brewer's newly-published novel, A Killer Is Loose.

News Notes

COUNCIL OF RADIO, TV UNIONS

Council of Broadcasting Unions, representing 20,000 employees and performers in the Canadian radio and television fields, was formed in Toronto last week.

Purpose is to promote co-operation and understanding among member organizations, to exchange information on organizational activities, collective agreements, grievances and arbitration and to guide and assist the Canadian Labor Congress on all matters relating to radio and TV broadcasting.

Participating in the new council are The Association of Radio and Television Employees of Canada, the Canadian Council of Authors and Artists, the Canadian Federation of Musicians, the Canadian Wire Service Guild, the International Alliance of Theatrical Stage Employees and the National Association of Broadcast Employees and Technicians.

All are affiliates of the recently-formed Canadian Labor Congress.

Officers elected were president, Eldron Wilcox, executive secretary, ARTEC; vice-president, Neil Leroy, president of the CCAA; and secretary-treasurer, Timothy O'Sullivan, international representative of NABET.

SEE HWD. KARSH SHOTS SOON

The photographs which Canada's famed photographer, Karsh of Ottawa, took during his recent Hollywood visit are about to be used in magazines in different parts of the world and they'll appear in the latest of his books.

Maclean's, leading Canadian magazine, has a layout of his Hollywood work coming up, the publication again being his first and major outlet in the domestic field.

Karsh spent much time with principals of The Ten Commandments. His portrait of Cecil B. DeMille, being used currently in the institutional ad of the American Petroleum Institute, will appear in the Fall in a number of USA magazines.

It is likely, judging by arrangements under way through his agent, that color and black-and-white Karsh photos of Yul Brynner as the Pharaoh and Charlton Heston as Moses will appear in major British publications.

MAGNETIC STRIPING TALKS

Introduction of a new and revolutionary technique for high quality sound on film, magnetic striping, was seen for Canadian television after the meeting last week in London, Ontario of equipment executives, TV engineers and producers of news programs. Host was the London branch of the Minnesota Mining and Manufacturing Company, which helped the parent company develop a tape similar to that used on tape recorders but which would adhere to film and remain unaffected by processing procedures.

Equipment for bonding the tape to raw or processed film is operated for users by Shelly Films, Toronto, which has one of the few installations in existence. Present striping charge is three cents per foot, which would add a dollar to the price of one-minute commercials.

Conversion of present equipment was discussed and a projector from a well known firm was used to demonstrate magnetic sound reproduction. Two conversion kits are already available. Standardization, established several weeks ago by the Society of Motion Picture and Television Engineers, is growing.

Those present expressed gratification at the possibility of eliminating many present recording problems and raising the quality of sound.

JOHNSTON FOR HEALTHY UK INDUSTRY

Eric Johnston, MPEA president, stressed the "independence of films" at a luncheon in London recently honoring the editors of all London national newspapers.

The luncheon was described as the most impressive turnout of the British press for a visiting American in recent times.

"It is the hope of our industry," Johnston said, "that there will always be a strong and prospering British film industry.

"This is in our economic self-interest just as it is in yours. In Britain you have long recognized that economic isolation or nationalism is not in your best interest—a policy of economic expansion is. This policy," Johnston told the group, "is an applicable to films as to all other products and economic endeavors. The more we all adopt expansionist measures the more we shall assure our future. I trust that this will always be the joint objective of our two industries."

CFA AWARDS

(Continued from Page 1)

made in Canada last year by a Canadian, Melburn E. Turner's The Little Canadian, was shot in 16 mm. but blown up to 35 mm. for theatre exhibition. It was not entered.

Turner, who has another feature lined up but is currently handling some CBC assignments, said that he was asked several times by CFA officials to enter it but he has an old peeve and refused. He produced the film for St. Lawrence Pictures Corporation Limited and it showed in several Canadian cities.

His beef dates back to 1953, when he entered Etienne Brule, Gibier de Potence (The Immortal Scoundrel), a French-language feature made by Carillon Pictures from J. H. Cranston's book about the French explorer who is credited with founding Toronto. The film, produced and directed by Turner, was returned and no award made in the feature class. He feels the least it should have gotten was a mention as the first color feature shot in Canada.

There might also be some significance to the fact that—for the second time since the inception of the Awards in 1948—no entry was named The Film of the Year.

Though a feature was submitted for 1953-54 no award was made. Were there any feature entries this year? Nobody's saying.

The press release of selections said it is "encouraging to note" that more amateur entries came in last year and that "The new television category also indicated the broadening of the film making industry in Canada."

First Award in Class 2, for any 35 mm. film produced "principally for theatrical distribution which is 3,000' or less in length," went to Gold, entered by the National Film Board. Its credits: Production—Thomas Daly; Direction—Colin Low; Camera—Wolf Koenig; Recording—Clarke Daprato; Editing—Wolf Koenig; Music—Eldon Rathburn; Commentary—Wolf Koenig.

No First Award was made in Class 4, which was for any 16 mm. film produced "principally for non-theatrical distribution" sponsored by an industry or non-Government agency. This was surprising, for it had a film considered to be of considerable excellence, the 45-minute Jamboree, shot in color by Chetwynd Films for Eaton's of Canada. It was one of two that got Special Mention, the other being Crawley's The Revolution Is Now, made for Weekend Magazine. Ahead of these films were Carey Studio's Miracle of the Bees, for Carlings Breweries, and Crawley's Sibling Relations and Personality. Both got Honorable Mention.

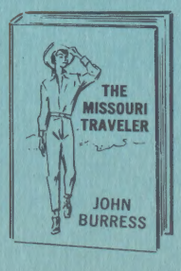
The First
Production,
THE SEARCHERS

the
Second
Production
of
the
American
Scene

C. V. WHITNEY PICTURES INC.

MERIAN C. COOPER, *Vice-President in Charge of Production*

will be the
picturization
of a brilliant
novel, personally
selected by
C. V. Whitney



The Missouri Traveler

a novel by

JOHN BURRESS

THE MISSOURI TRAVELER is the story of the ***heartland of America*** — our great Middle West — often called the "Mark Twain country".

It is laid in the early twenties and peopled with enchanting characters of this *heartland* as only John Burress, since Mark Twain, has so realistically and warmly captured.

C. V. Whitney and **Merian C. Cooper** will give THE MISSOURI TRAVELER the same care in production they gave THE SEARCHERS, which displays so magnificently the rough Texas life of 1868-1873.

THE SEARCHERS was presented by **C. V. Whitney,** president, with **Merian C. Cooper,** executive producer; **John Ford,** director; **Patrick Ford,** associate producer; **Frank Nugent,** screenplay; **Winton C. Hoch,** photography; **H. Lee Van Hoozer,** special assistant to the vice-president; **Lowell Farrell,** production manager; in color by Technicolor; in VistaVision.

C. V. Whitney Pictures, Inc., expects to give THE MISSOURI TRAVELER the *all-star* casting that was done in THE SEARCHERS.

For THE MISSOURI TRAVELER C. V. Whitney Pictures, Inc., will team most of the same picture makers—**C. V. Whitney,** president; **Merian C. Cooper,** executive producer; **Patrick Ford,** associate producer; **Frank Nugent,** screenplay; **Winton C. Hoch,** photography; **H. Lee Van Hoozer,** special assistant to the vice-president; **Lowell Farrell,** production manager; color by Technicolor; in VistaVision.

Whitney and **Cooper** have selected **Ted Tetzlaff,** famed for his direction of the Vatican sequence in *Seven Wonders of the World*, to direct THE MISSOURI TRAVELER.

C. V. Whitney Pictures, Inc., hopes to put on the screen the kind of spirit of the United States, which, *in its heartland,* is, to quote the Vanguard Press, publishers of THE MISSOURI TRAVELER.

"Warm and happy and touched with the magic of living as seen through young eyes."

From an interview with **C. V. WHITNEY**
by *Thomas M. Pryor* in the New York Times...

"We may not always succeed in our aims, but I will promise you that no C. V. Whitney picture will ever misrepresent or paint a false picture of the United States or its people."

C. V. WHITNEY PICTURES, INC.

C. V. WHITNEY, ***President***

MERIAN C. COOPER, ***Vice-President in Charge of Production***

1256 WESTWOOD BLVD., LOS ANGELES 24, CALIFORNIA

Typographs

Observanda

CANADIAN MONEY is going to *Cinerama* in Buffalo because we haven't the picture here — but American money in unusual quantities is being spent at the Tivoli for *Oklahoma!* Buffalo hasn't got that picture. Famous Players ad-pub department, under Jim Nairn, makes sure tourist entry points have *Oklahoma!* brochures. A 50c saving for students has also stimulated attendance. By the way, that award Jim got from *Financial World* for having one of the most showmanlike annual company reports in Canada and the USA was based on 5,000 entries, not 500. Our story last week had not the final nought . . . *As a record* reviewer for *The Telegram* Clyde Gilmour handled thousands of discs without a slip. So now he's laid up with a slipped disc! Clyde, also the cinema critic, had to postpone his Hollywood trip . . . *The Barris Beat* is solid, provocative and very pleasant. With Alex clowning a bit and cueing the come-ons of talented players, it got away at a good clip and should do something for summer TV around here . . . *Our newest* subscribers: the Egyptian Embassy and John G. McConnell of *Weekend,* the *Montreal Standard,* etc. Can the Egyptian film industry, which turns out about 75 features a year, be looking for a Canadian market? . . . *That Old* Hollywood Hand, Milton Pickman, has the Billy Bishop production setup rolling along and it's "developing beautifully," says LeRoy Prinz in a note.

HOLLYWOOD TALE, told him by Sir Francis Evans, appeared recently in *Scratch Pad,* Napier Moore's column in *The Financial Post.* Sir Francis, now British Ambassador to Argentina, was at one time the British Consul in Los Angeles and one of his duties was to help producers keep things straight about the English.

When Ronald Colman first went to Hollywood he was required to wear a raincoat and carry an umbrella in every film.

"Look here," he once complained to a producer, "it isn't always raining in England. There are days when the sun shines."

Said the producer: "You know that and I know that because you've told me. But the folks in Little Rock, Arkansas don't know that."

THAT ITEM HERE a while back about Leon Fromkess checking local facilities was a tipoff on the *Mohican* TV series now being readied for shooting at Film Industries. Director of photography, I'm told, is Eugen Shuftan, who lensed *Ulysses.* CBC TV will use that series . . . *Monaco probs,* via Hugh McKandy: "Going to be a little Rainier" . . . *MCA wanted* Bob Goulet, *Spring Thaw* song-and-pranceman, to run through some things for Ethel Merman's new Broadway musical but found that he had gone to Vancouver's Theatre Under the Stars for the season . . . *It can't be* true that Harry Altman gave up the struggle and sold the Town Casino, on Buffalo's main street, to Howard Clothing. Dick Henry, veteran NY talent agent who was here last week, said that Altman has already booked some acts for next season. So the Town Casino, a favorite Canadian hangout, will still be handy . . . *Foster & Rofman* will take over B and F's closed Community Theatre on Woodbine Avenue and convert it to a 124'x58' studio 24' high . . . *Bay Street* has its own Rock & Roll — bedRock & bankRoll . . . *What price* honesty? Five cents, for many. Half the morning papers taken from the boxes at certain corners aren't paid for . . . *That's National Theatres,* not its California subsidiary, Fox West Coast, that Jim Hardiman, now Odeon ad-pub director, will report to in Los Angeles on September 10. Jim is sure a well-liked guy around here and we all hate to see him pull up stakes.

AT STRATFORD I was recalling to Walter O'Hearn, critic of *The Montreal Star,* that I had last seen *The Merry Wives of Windsor* with Alan Reed, the Falstaff Openshaw of the old Fred Allen radio program, in the lead. Naturally, O'Hearn had seen it and he told me an anecdote about the actor.

Someone had asked Reed whether it was true that he had changed his name for theatrical purposes.

"Certainly," he said. "Who ever heard of getting anywhere in Show Business with a name like Bergman?"

"Oh?" said the other person. "How about Ingrid?"

DONALD MUDGE, old and inactive New Toronto tanning company, will soon be of interest to film and TV people. The Lou Chesler group now controls it and I hear that their PRM setup will place the Canadian rights to the WB TV backlog, for which it paid $21,000,000, with DM, enhancing its value as a company. The asking price for the Canadian rights was over $10,000,000. These financial figure-eights are too much for my poor head . . . *Percy Faith,* Torontonian with a big USA music rep, will conduct a CBC TV series from here in the Fall . . . *Cornell U* will issue a book, *Culture in Canada,* and Herb Whittaker of the Toronto *Globe and Mail* will do the theatre chapter . . . *WinniPeg*-o'-My-Heart, Deanna Durbin, has shed her third husband and many pounds in preparation for a comeback. In his bubbling autobiog, *Easy the Hard Way,* Joe Pasternak tells how, looking for another early Mary Pickford, he picked up 12-year-old Deanna for Universal's *Three Smart Girls* after MGM tested and dropped her. Toronto-born director Allan Dwan, whom he used to serve as a waiter in an eatery near the studio, gave him a film bit and he went from there . . . *John Huston's* relatives in Toronto, birthplace of his late father, will be prouder than ever when they learn—as leading USA critics are saying—that in *Moby Dick* he directed just about the finest picture ever produced in America . . . *Observant* fellow claims that TV and wider prosperity have brought a change in living habits, mass life being replaced by group life. Thus crowds for anything are a thing of the past and the economy of any business or industry based on them must suffer.

THE MARKET BOOM was the subject of conversation and one fellow observed that it was quite different back in 1929, when it crashed. He remembered something that happened then. It didn't seem so amusing at the time it occurred, for it happened to him.

At that time he was one among several hundred applicants for membership in a very old, exclusive and expensive club. He had been on the waiting list for a couple of years but he continued to look forward to being admitted. Then, at last, the secretary of the club called to say that the membership committee would be glad to have his cheque for $200 as a preliminary to judging his application.

By now more important things loomed in his life. The market crash a few days earlier had disorganized him financially. He asked the secretary if the club would mind moving his application to the bottom of the waiting list. The next day he got another a call from the secretary, who gave him the same information.

"There's a mistake," the applicant explained. "You'll probably recall that yesterday I asked you to move my name to the bottom of the waiting list."

"There's no mistake," replied the secretary. "I did."

MGM WILL MAKE few big pictures next year in an attempt to take the "loss" out of "colossal" . . . *Ever see* a postbox on wheels? Bloor & Church boxes just can't take the volume so the Post Office stations a truck near there from 4.30 to 6 as a mailing point . . . *Got a laugh* out of Stan Helleur's suggestion of a name for a Western Star: Hye Noone . . . *Moreal's Dorothy Moreau,* the new Miss Canada, is as lively as she's lovely and joshed the press lads right back at the Odeon luncheon for her. Barris asked if she would return to Hamilton, the contest headquarters, after her Rank screen test in London. She nodded and Barris suggested it was probably because the rewards were waiting there to be picked up. "That's a pretty good arrangement, eh?" she agreed with a roguish look and a slight toss of her head . . . *Somebody Up There Likes Me* is about a hoodlum changed into a fine fellow via boxing. They should have called it *Pugmalion . . . Now that* Shaw's *Pygmalion* became such a smash as *My Fair Lady,* someone may get the idea of making a musical of *Major Barbara.* That would be an upper class version of *Guys and Dolls,* wouldn't it? . . . *Suggestion* for the CBC: How about a weekly New Faces Award based on musical and variety shows? That might help end that Stock Company look . . . *The Albert Building,* next to Shea's Theatre, is notifying tenants that leases won't be renewed in November. Does that mean that Shea's will come down then for the beginning of work on the Civic Square?

Review

GREAT DAY IN THE MORNING

(From The Film Daily, NY)

with Virginia Mayo, Robert Stack, Ruth Roman.

RKO (Superscope-Technicolor) 92 Mins. OUTDOOR ACTION DRAMA WITH STRONG CAST, GOOD ACTION. SHOULD SCORE WITH THE FANS.

A romantic triangle is delineated against an outdoor action drama background in Great Day in the Morning. This Edmund Grainger production generally should go well with the western fan. It is in Superscope and Technicolor, the action is brisk, and the marquee-name cast includes Virginia Mayo, Robert Stack, Ruth Roman, Alex Nicol and Raymond Burr.

It is a drama of conflicts and prejudices that bubbled up among Northerners and Southerners just before and during the Civil War. Director Jacques Tourneur keeps Lesser Samuel's screenplay moving at an enjoyable clip, even though the human relations, as outlined in the screenplay, border on the stereotype.

Acting is effective throughout.

The film is based on the novel by Robert Hardy Andrews. William Snyder was director of photography and Constantin Bakaleinikoff was musical director.

CAST: Virginia Mayo, Robert Stack, Ruth Roman, Alex Nicol, Raymond Burr, Leo Gordon, Donald McDonald, Regis Toomey.

CREDITS: Producer, Edmund Grainger; Director, Jacques Tourneur; Screenplay by Lesser Samuels, based on novel by Robert Hardy Andrews; Director of photography, William Snyder.

DIRECTION: Good.

PHOTOGRAPHY: Good.

RKO's 'I Married A Woman'

Adolphe Menjou has been signed to star with George Gobel and Diana Dors in RKO's I Married a Woman.

Columbia's 'Cha, Cha, Cha'

Alix Talton and Stephen Dunne will star in Columbia's Cha, Cha, Cha, which Sam Katzman will produce and Fred F. Sears direct.

RKO To Distribute 'Finger Of Guilt'

RKO has acquired distribution rights in the Western and Eastern hemispheres, excluding the United Kingdom, to Finger of Guilt. Produced and directed by Alec Snowden under the title of Pay the Piper, the feature stars Richard Basehart and Mary Murphy with Constance Cummings, Roger Livesey and Mervyn Johns.

MANAGER WANTED

Astral Films Limited requires manager of sales ability for office outside of Toronto.

Contact IZZY ALLEN,
ASTRAL FILMS LTD.
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Short Throws

(Continued from Page 1)

ly in the Ottawa Civic Hospital following a long illness. Business manager of IATSE Local 257, he had joined the union when it was first formed in 1915 and held a number of executive posts for 25 years. A native of Ottawa, Mr. Hartnett served in the Canadian Army in World War I and was a member of the Bayswater Council, Knights of Columbus.

NOVA SCOTIA tourist bureau short made by Earl Clark, Identity, is showing at the Avenue, Montreal. It's the first film made anywhere in 16 mm. CinemaScope. Said a review signed G. H. A. in The Montreal Star: "Identity is a fine example of the films being turned out by Canadians and which have received high honors in international festivals. It is a pity that we do not see more of them on our local screens."

TRACY SHAW, 56, a Warner booker in Toronto years ago, died of a heart attack last week at his home. His passing was given considerable attention in the sporting pages, for he was an outstanding all-round athlete in the '20s and later served as a hockey and football coach for a number of championship teams. Surviving are his wife, Doris; a stepson, Donald; a brother, Jack; and a sister, Margaret.

this birds no do-do he's a real clever guy he knows ASN* TRAILERS are his best buy

*ASSOCIATED SCREEN NEWS
2000 Northcliffe Ave., Montreal

SUCCESSOR to Mrs. A. W. Linington as Film Convener of the Toronto Municipal Chapter of the IODE is Mrs. H. C. W. Gill.

SCREEN TEST by JARO will go to Miss Canada of 1956, who is a 25-year-old blue-eyed redhead from Montreal, Dorothy Germaine Moreau. She was selected from 26 contestants at Hamilton last week and, in addition to the screen test, gets a $1,500 scholarship and the right to represent Canada at Atlantic City's Miss America contest on September 1. One of 11 children, she studies dramatics and voice and has appeared on the Arthur Godfrey program.

EXPECTATIONS are that over 1,500 delegates from 44 tents will attend the 1957 Variety Clubs International convention, to be held April 22-25 in London, England. It will be the first outside North America.

NEGOTIATIONS on labor contract demands are being carried on directly by Rediffusion Inc. of Montreal, with 30 of its 160 employees, following a five-day strike by the 30 staffers. Rediffusion pipes music, TV programs and special events into homes, restaurants and other establishments in the city by means of wires.

POPULATION of Canada, totalling 15,961,000 on March 1, will rise to 16,000,000 by August, it was estimated last week in Ottawa by Government officials. The Dominion Bureau of Statistics said that the 15,861,000 figure was an increase of 69,000 or 1.7 per cent over the previous quarter ending December 1, 1955 and compares with a 72,000 or 1.9 gain in the same quarter the year previous.

Lex Barker in 'War Drums'

Lex Barker will star in Bel-Air Productions' War Drums.

Shirley Booth's Next Film

Shirley Booth will star in Hal Wallis' Paramount production, Next of Kin.

To Do Screenplay Of Bryna's 'The Viking'

Noel Langley, one of Hollywood's top writers, has been signed to do the screenplay on the forthcoming multi-million-dollar Bryna Production, The Viking, which will be released by United Artists. Kirk Douglas will play the title role in the film, which is slated to roll early in 1957 on location in Europe.

NEW FIRMS

(Continued from Page 1)

position connected importantly with them.

Outpost Exhibiting Company Limited has been incorporated in Ontario "To carry on the business of open air and enclosed theatres, music hall, concert hall, circus, hippodrome and motion picture proprietors or agents, scene, proscenium and general painters and decorators, gas and electric light makers and fitters and caterers for public and private entertainment." Authorized capital is $40,000 divided into 40,000 shares with a par value of $1 each. Letters of patent for the private company, the head offices of which are to be in Toronto, were issued to Joseph Rosenfeld and Albert Charles Schwartz, barristers, among others.

Purposes of Oedipus Rex Productions Limited, which company filmed the yet-unreleased Oedipus Rex, include participation in television and live theatre. Though press releases identified Leonid Kipnis and the Stratford Festival Foundation as being mutually interested, their names are not mentioned in the official record as printed in The Ontario Gazette, which states:

"Notice is hereby given that under The Corporations Act, 1953, Letters Patent dated April 16, 1956, have been issued constituting Henry Campbell Kerr, Solicitor, Rhita Vaughan and Marjorie Eleanor Colbeck, Secretaries, and Doris Betty Bower, Receptionist, all of the City of Toronto, in the County of York and Province of Ontario; and Frances Jean Wilton, of the Township of Toronto, in the County of Peel and Province of Ontario, Secretary; and any others who become shareholders thereof a private company under the name of Oedipus Rex Productions Limited: To carry on the business of motion picture and television producers and in connection with theatrical plays, songs, musical and dramatic performances and productions of all kinds, whether copyrighted or uncopyrighted: 1. To purchase, own, license, produce and present and to license others to produce and present the same; and for the further objects therein set forth: with an authorized capital divided into 3,000 shares without par value; with its Head Office at the said City of Toronto."

Juve Actress Cast

Patty McCormack, the 11-year-old girl who won outstanding critical acclaim for her performance as a child murderess in the Broadway presentation of The Bad Seed, will be starred with Glynis Johns and Cameron Mitchell in RKO's The Day They Gave Babies Away.

JEEPERS, CREEPERS HERE'S A SLEEPER!

"FASTEST GUN ALIVE" TERRIFIC IN FIRST 5!

EL PASO – First 2 days biggest M-G-M business in two years with exception of "Blackboard Jungle."

CLEVELAND – Biggest M-G-M opening in a year with exception of "I'll Cry Tomorrow."

DALLAS – Biggest M-G-M opening in 7 months.

ATLANTIC CITY AND AUSTIN REGISTER BIG OPENING BUSINESS!

HOW CLEVELAND DID IT! You can do the same!

Used regular trailer two weeks ahead.

Sound truck with eye-catching display covered the town.

Western display in lobby: Eye-stopping double-case of authentic western firearms. Attracted crowds and publicity.

A fellow and a girl in western garb carrying holsters invited passers-by in front of theatre to test their skill. Those who were faster on the draw than the pair got guest tickets. Very effective. Got publicity space.

Got review opening day with special art by having advance screening. This stimulated opening business.

Interview record and plugs on radio ten days ahead. Also TV plugs.

Special M-G-M recorded radio spots in advance and opening day.

40 x 60 action poster in lobby two weeks ahead.

Special A-board in front of theatre with copy stressing fact no one seated last ten minutes of film because of surprise ending.

Action front using hot copy and blow-ups based on M-G-M ads and pressbook.

Gave away toy cardboard popping revolvers to disc jockeys, radio personalities, etc. Stickers on guns with thrill copy and "don't give away surprise ending."

The Critics Were So Right!

"In the tradition of 'High Noon.' Rates high at any exhibitor's box-office."—*Film Daily* • "Mass appeal. Exciting, suspenseful."—*M. P. Daily* • "One of the year's most taut, suspenseful dramas. Box-office natural."—*Motion Picture Herald* • "Top Western marked by off-beat story and a snapper ending."—*Hollywood Reporter*

★

M-G-M presents "THE FASTEST GUN ALIVE" starring GLENN FORD · JEANNE CRAIN · BRODERICK CRAWFORD with Russ Tamblyn · Screen Play by Frank D. Gilroy and Russell Rouse · Based upon the story "The Last Notch" by Frank D. Gilroy · Directed by Russell Rouse · Produced by Clarence Greene

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"The first chance to watch Europe's biggest sex bomb in an all out explosion."

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